

ABSTRACT

Promoting efficient communication among users. Uses having a symbol of the same network resource are led to the same virtual space. Specifically, intermediary server 2 converting ID of merchandise icon and ID of virtual space for chat is provided. When user terminal 1 obtained a merchandise icon reports merchandise icon ID to the intermediary server 2, ID of a virtual space corresponding to the merchandise icon is returned to the user terminal 1. A user can share information on each merchandise by participating in this virtual space. Namely, users having a common purpose can chat with each other.